

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of Wassmann et al. Art Unit 2191
Serial No. 10/653,708
Filed September 2, 2003
Confirmation No. 2692
For BRANDING FRAMEWORK FOR SOFTWARE PRODUCTS

September 21, 2007

AMENDMENT B RESPONDING TO APRIL 27, 2007 FINAL OFFICE ACTION AND
AUGUST 10, 2007 ADVISORY ACTION

TO THE COMMISSIONER FOR PATENTS,
SIR:

In response to the Final Office action mailed April 27, 2007 and Advisory action dated August 10, 2007, please enter the following amendments:

Amendments to the Specification begin on page 2 of this paper.

Amendments to the claims are reflected in the listing of claims, which begins on page 3 of this paper.

Remarks begin on page 10 of this paper.